

SPECIAL CITY COUNCIL MEETING

TOPIC: To Review Downtown Lodi Business Partnership's Significant Expenditure Request

Tuesday, May 29, 2001

5:30 P.M.

Attendance Sheet

Name	TITLE / AFFILIATION	Business Address	Phone
Mike Locky	Business Owner	5 N School ST	369-4376
Tim Vallem	Business Owner	121 S School	339-8454
Chuck Hines	President / LBP	155 N. Church St	369-3761
LEW VAN BUREN	EX. DIRECTOR / DLBP	4 W PINE STREET	369-8052
Dixon Flynn	Lodi	City Hall	333-6700
ALAN NAKANISHI	Lodi	"	"
Janet Keeter	Lodi	"	"
LAURET HAMILTON	Lodi	"	"
TONY GOERING	Lodi	"	"
MARY BAGNELL	CITIZEN		
DOREEN RICE	OB SERVICES		333-1982
RANDY HAYS	COL	221 W. PINE ST	333-6701
MITCHELL BROWN	LELEIDS	27 W. ELM	365-8325
Judy James	DLBP	4 W Pine	369-8052
Susan Hitchcock	Lodi	"	953-8445 / 334-4362
Cynthia L Haynes	City of Lodi	221 W Pine St.	333-6801
Barbara Williamson	Poser's TV & Radio	208 S. School St	368-4739
Keith Land	Councilmember / City of Lodi	221 W. Pine Street	367-2337
Emily Howard	Councilmember / City of Lodi	852 Alder Pl.	369-2476

5/29/01 Special Mtg

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filed 5-29-01

May 24, 2001

To the Honorable City Council
City of Lodi

Mayer---Alan Nakanishi
Susan Hitchcock
Keith Land
Phil Pinnino
Emily Howard

Lodi, CA 95240

Dear Council Member:

Prior to our scheduled Tuesday May 30th meeting---to consider the DLBP's budget request, I wanted to give you some additional items to ponder over the weekend.

I am going to keep this simple and brief---and try to present a clearer picture about the Downtown Lodi Business Partnership (DLBP)---than perhaps you already have.

First, what is the DLBP, and why are we in existence.

- Above all, we are an **IMPROVEMENT DISTRICT**---specifically created by the Council---at the request of the business people who choose to tax themselves in the form of an assessment---to administer yours and theirs ---“Community Shopping Center.” Here are some of the administrative functions—
 - Collect assessments (NOTE—vast majority of other cities provide this service for the Downtown organization)
 - Process over 400 calls per month from the community, merchants, city officials, parties interested in Downtown locations, and outside people calling about various events.
 - Plan and implement six major events---including Parade of Lights, Beerfest, Kiddie Parade, Halloween Community Kids Day, and others.
 - Administer parking---in cooperation with the City---YES---we do have a serious parking situation in the Downtown core.
 - Plan and run the 16 week Farmers Market
 - Holiday decorations Downtown
 - Review all street events---approve or disapprove---anything that occurs in the district---by agreement with the city---
 - THIS IS A PARTIAL LISTING

PAGE 2 OF 3

- Secondly, we are like a shopping center management group---we help the merchants run their marketing and advertising programs. The DLBP is ---the management of your Community Shopping Center.

Next, why do cities fund these types of organizations---BECAUSE---

- Public/Private organizations operate more efficiently---from the standpoint of---cost, implementations of projects, better acceptance by the business being assessed. If the city were to manage the Community Shopping Center---the staffing cost alone would be more than double.
- Cities themselves---from a historical stand point---created the need for this organization by allowing run-away development of private strip malls, and super malls, and in the process abandoned their downtowns. Since most seats of government are in downtown areas, it was like shooting one self in the foot.

Here are some additional points for your consideration---

- There seemed to be the perception that the---THE BEAR PROJECT--- was only a city project. NOT SO! It is a Public/Private cooperative---WIN-WIN effort. Cynthia Haynes, certainly deserves a lot of credit for getting this going. The research was started on this by Cynthia approximately a year before the collaborative effort began---she did all of the initial preparation. Back in October or November, Cynthia and Shawn Mazzanti, Vice President of Bank of the West---who was the DLBP's President at the time, got together to form the Win Win Bear project between the City and the DLBP. Bank of the West also became the lead corporate contributor to the project---followed by many others. Cynthia, in her report to the Council in May, specifically mentioned this partnership---however, I was remiss in not being at that meeting to also emphasize our participation in the project.
- FARMERS MARKET---This should not be considered in the event category---this is---an on going weekly, community activity, social gathering, business happening. The difference is, events generally happen on one or two days and are complete---the Farmers Market goes for three and a half months on a continuing weekly basis. It is designed to appeal to just about everyone in our beautiful city. The DLBP has made this a premier Farmers Market & Festival in Northern CA---per John Tecklenberg, and other farmers---who see a lot of them.

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- NEW EVENTS---First, if there are going to be any new events---(of which we are starting one more this summer), we are going to need even more city funding to get them off the ground. Our current events have maxed out our staff time and partnership resources. Second point, I had an existing---excellent foundation of events-----when I came on board---and I improved on everyone of them. Improvement from the standpoint of better organization, increased attendance--double in some cases--, to making more profit.
- Finally---please keep in mind, the downtown is ---YOUR COMMUNITY SHOPPING CENTER---Lakewood mall, Wal-Mart, or other strip mall's are not. They are private developments---Downtown's are a creation and the responsibility of the City Government---and the Citizens of the community. As a community leader, this area, the Downtown, is your---and your fellow council members responsibility.

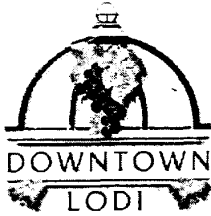
You, and by you, I mean the City Government, have a simple choice. You have invested over 25 million dollars in your---Community Shopping Center---it is still under construction, and growing. You need---someone/or group to manage this Center. Do you use the DLBP---with our short, but successful track record, or do you hire a city employee---probably at twice what I am making in direct salary and benefits---- to run your Center?

I sincerely hope that you consider these facts and keeping an open mind on our funding request.

Sincerely,

Lewis f. Van Buskirk,
Executive Director

PS Of all of the private groups that you have funded, no one has brought more people Downtown, or given you, and the tax payers, direct measurable results than the DLBP. We have provided more direct benefit to the citizens of our community, and represent the largest single group of merchants in Lodi.



DOWNTOWN LODI BUSINESS PARTNERSHIP

CITY FUNDING OF THE DOWNTOWN LODI BUSINESS PARTNERSHIP----FISCAL YEAR 2001-2002

The Downtown Business Improvement District---is the central core of the City of Lodi. Like any city, the Downtown area is the City's heart, soul and face.

The Downtown Lodi Business Partnership---(DLBP)---is the partnership creation by the private sector business in this core and --- The City of Lodi. Together with the land owners, and business investors---we have created a **first class---#1 by a vote of the public**---shopping area. **However, we still have a lot of work to do!!!!**

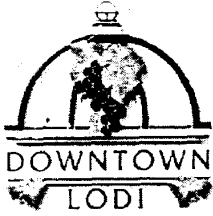
The **PARTNERSHIP works as follows---**The City basically owns the infra structure of a large "shopping center," spread out over many blocks, instead of being concentrated in a grouping of buildings which traditional shopping centers, privately owned, are formatted. This shopping center is called---**Your Downtown**.

Along with the businesses and merchants---**being represented by the Downtown Lodi Business Partnership (DLBP)---**the City staff manages the, maintenance of the streets, sidewalks, parking lots, trees, etc, sets up rules for events, and works with the **DLBP** on the many normal business situations that arise on a daily basis in our "**Downtown Shopping Center**." For the last year **parking**---has been a major joint issue, with the **DLBP** handling the assigning of the parking permits, complaint, and compliance coordination, and merchant input. This has been a **major undertaking---**and will continue to be for the remainder of this year.

The **DLBP** has been in existence for a over two and a half years. The first nine months were mostly spent in organization and volunteers starting various events and keeping old events going. We hired a fulltime Executive Director in June, 1999---and much has been accomplished during these first two years---this last year was **significant** from several standpoints----

- Every event improved in attendance and operational success---over 60,000 attended events in our Downtown area.
- Continued working with City staff on---**PARKING**---came up with unique solutions to help manage the current limited parking spaces.
- Light's on School Street---even with the beginning of the energy crunch, this was a major addition to the ambiance of the holiday season for our Downtown.
- Worked with City staff on Gov. George Bush visit.

*P.O. Box 1565 Lodi, CA 95241 (209) 369-8052 FAX (209) 369-8053
Office located at 4 W. Pine Street, Lodi (corner of Pine & Sacramento St.)
e-mail: dlbp@mindspring.com*



DOWNTOWN LODI BUSINESS PARTNERSHIP

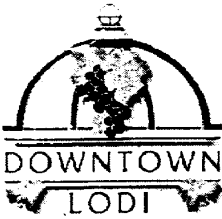
- Continue to work with the City on Economic Development. Our committee provides guidance and input to the Cities Economic Development Director.
- Marketing of the Downtown has been mainly through our---major events---Farmers Market, Parade of Lights, Kiddie Parade, Beerfest, and others. We have also started talks on joint efforts with the Wine Marketing Group and the Lodi Visitors & Convention Bureau.
- Our call volume has increased to over 400 calls per month on various Downtown issues---merchant concerns, consumer inquiries, Farmers Market & Festival, street events, Parade of Lights.
- Assist and mediate member-----to member disputes and business disagreements various situations.
- Coordinate with the City Staff---to manage non DLBP sponsored community event request for Downtown area.

The above list reflects the current and ongoing programs and situations, and is by no means all inclusive. Our basic marketing plan, will continue to use **events as the major marketing tool of the Downtown.**

We have also set up monthly cooperative advertising program---this is where the merchants pay for their individual ad---the DLBP set's the theme and pays for the header. This is a **major benefit for the small merchant.**

Continued City funding is crucial to the success of this organization-----and will be for sometime to come. You cannot rebuild in three years what it has been over twenty five years of deterioration and neglect. Downtown's every, where will never be the same---those who think this way are living in the past. The Downtown that we are **just beginning** to rebuild, will only slightly resemble the Downtown areas of the past generations. That's as it should be---business is no longer conducted as in the past. What we can, and are doing is to preserve the good things of the past generations, **and blend them with the new concepts**

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DOWNTOWN LODI BUSINESS PARTNERSHIP

There is **not one city** that we can give you as an example, that does not fund it's Downtown organization---and in a lot of cases, **has for many years more than our city**. The **most successful ones**---Sacramento, Stockton, Davis, Pleasanton, Chico, Modesto, Palmdale, Walnut Creek, and many others---continue to fund their Downtown organizations. Most, if not all, of these cities have increased their funding levels, over the years.

Our success---the City of Lodi, and the Downtown Business Partnership, working together---is just beginning. If imitation is any gauge of that success---the Cities of Manteca and Tracy are looking at our example to duplicate---then we are doing something right.

Our businesses in the "Downtown Shopping Center" pay a **mandatory assessment**---unlike their counterparts in the traditional shopping centers. Most do so gladly, recognizing the tremendous benefit of doing things on a cooperative basic that cannot be accomplished individually.

Our Downtown continues to change for the better. With the 12 Plex Theater, and the Parking Structure scheduled to open this year, we are seeing, and will continue to see---**many new businesses added to our Downtown Community Shopping Area**. Many out of town business owners ask the question---"Does your city have a Downtown Organization?"---they recognize the importance of this important key to **Downtown Success**.-----

WE ASK FOR YOUR CONTINUED FINANCIAL SUPPORT.

REGULAR FUNDING REQUEST \$60,000.

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Budget - Projected Year Ending June 30, 2002

BUDGET

Beginning Cash July 1, 2001 **\$21,000.00**

INCOME Assessments..... **\$36,000.00**

DLBP Fundraising Events..... **\$85,000.00**

Farmers Market..... **\$18,500.00**

Beerfest..... **\$22,000.00**

See's Candy..... **\$30,000.00**

Parade of Lights..... **\$11,000.00**

Collectible Event..... **\$2,000.00**

Kiddie Parade..... **\$1,500.00**

TOTAL INCOME **\$121,000.00**

TOTAL CASH **\$142,000.00**

EXPENSES

General Administration and Overhead

Staffing - Payroll and Taxes **\$57,500.00**

Executive Director and

Administrative Assistant

Office Rent..... **\$5,800.00**

Telephone..... **\$1,400.00**

Insurance..... **\$3,500.00**

Accounting..... **\$3,400.00**

CDA Dues and Conferences. **\$900.00**

Business Promotion..... **\$900.00**

Stationary,Supplies,Postage **\$2,100.00**

Office Equipment..... **\$2,500.00**

Computer Scanner

Desk and Chairs

Copier

Miscellaneous..... **\$1,500.00**

TOTAL GENERAL ADMINISTRATION AND OVERHEAD **\$79,500.00**

SUB-TOTAL/MINUS GENERAL ADMIN AND OVERHEAD **\$62,500.00**

MARKETING

Newsletter..... **\$1,600.00**

Based on 8 including postage

Kiosk Updates..... **\$1,500.00**

Map and Directory Brochures **\$8,500.00**

Membership Mixers..... **\$400.00**

Special Membership Notices **\$500.00**

Event Mktg and Coordinatic **\$8,000.00**

Holiday Decoration..... **\$4,800.00**

Installation of Bows

and Tree Lights

Miscellaneous..... **\$3,000.00**

Special Events Promotion... **\$2,000.00**

TOTAL MARKETING **\$30,300.00**

ADVERTISING

General Advertising..... **\$32,000.00**

Includes cooperative ads

once per month, billboards

Event Advertising..... **\$37,000.00**

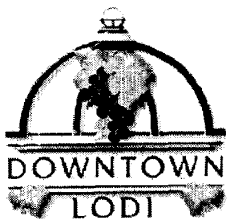
TOTAL ADVERTISING **\$69,000.00**

TOTAL ADVERTISING AND MARKETING **\$99,300.00**

SUB-TOTAL/MINUS ADVERTISING AND MARKETING **(\$36,800.00)**

CITY FUNDING **\$60,000.00**

ENDING CASH BALANCE/RESERVE **\$23,200.00**



DOWNTOWN LODI BUSINESS PARTNERSHIP

Budget Assumptions & Special Notes—Ending 6/30/2002

INCOME SECTION

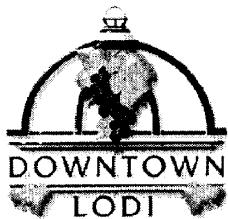
Assessments---We have projected a modest increase based on the Theater, and at least 20 other new businesses. We are anticipating three new businesses in the theater complex, two businesses with the old First Interstate Bank Building, along with four new businesses already operating since the first of this year.

Budget amount \$36,000

Fund Raising Events---For the last two years the DLBP has had great improvement in all of their events---not only from a financial stand point but from the general public's perception, and acceptance of our Downtown Business Merchants. We have added a summer time event, and plan to start a spring event on a beginning small scale. Our events are as follows—

• Farmers Market	\$18,500
• Beerfest	22,000
• See's Candy	30,000
• Parade of Lights	11,000
• Collectables Summer Show	2,000
• Kiddie Parade	1,500
 Total Event Income	 \$85,000

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DOWNTOWN LODI BUSINESS PARTNERSHIP

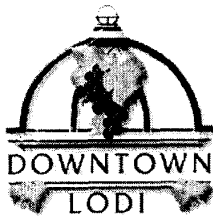
MARKETING---The marketing portion of the budget includes \$1,500 for the continues updates of the Kiosk's---posting of community events, and maps of the locations of Downtown Merchants.

Another increasing item of importance, is the printing and distribution of Downtown brochures, indicating parking, interesting places to visit, restaurant listings, and other points of interest to the public. These will be distributed through our merchants, and the Lodi Visitors Center, and other city and community facilities. Budget amount of \$8,500 will allow for the production of up to 15,000.

Event marketing & coordination---- is critical to the continued success, and growth of our major events ---the Farmers Market & Festival, Beerfest, and the Parade of Lights. Many of our farmers, who travel to over 30 other markets, voted our as one of the top five in Northern California.

The Parade of Lights, received major area wide recognition, and was replayed on Cable TV for over 40 hours of viewing. Up to 30,000 people attended the event last December, with over 75 entries. We had our first national entry---Coca Cola Light truck----and are expecting two other major corporations to participate this year. This is not only great for Downtown, but the entire City. This budget amount is \$8,000.

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DOWNTOWN LODI BUSINESS PARTNERSHIP

ADVERTISING—The general advertising figure of \$32,000 is based on the following

Once per month of our current cooperative advertising

Three times per year general listing advertising

Bill board advertising

Two insert ads for general promotion & image building

Radio Advertising

TV Major Channel—in possible conjunction with other organizations i.e. Visitor &

Convention Bureau, Wine Marketing Group, Chamber of Commerce, and others.

The Event advertising of \$37,000 is specifically related to —

Farmers Market	\$	10,000
Beerfest		9,000
See's Candy		5,500
Parade of Lights		6,000
Kiddie Parade		1,500
Collectables event		2,500
Spring Event		2,500

TOTAL MARKETING AND ADVERTISING-----\$99,300

REQUESTED CITY FUNDING-----\$60,000

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Award of Excellence

Community Event

Parade of Lights

The Record, Lodi congratulates you for being chosen by
area residents as

The Record's Best in Lodi 2001

You were selected by vote as the people's choice in your specific line of
business through a non-scientific poll of Record readers. We are proud to
make this award on their behalf.

Roger Coover
President & Publisher, The Record

The
Record
Stockton • San Joaquin • Mother Lode
If You Read It, You'll Know.

March 28, 2001

EXHIBIT C
Downtown Lodi Business Partnership
Benefit Fee Schedule

	ZONE A	ZONE B
Retailers and Restaurants	\$200. (1-3 emp.) \$300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will be determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

Business type definitions:

Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

filed 5-29-01

Lodi Downtown Business Partnership

**"A viable and vibrant central core is
an economic tool and important to
the City of Lodi's overall business
attraction efforts"**

Presentation to the Lodi City Council

May 29, 2001

Background of the DLBP

- **The organization began as an all volunteer organization known as the Lodi Downtown Business Association. They were the foundation of the current Partnership.**
- **In 1998, the Lodi Downtown Business Partnership (DLBP) was formed.**

Our Mission Statement...

The Downtown Iodi Business Partnership was established to promote the economic revitalization of Downtown Iodi and to maintain its economic health on an ongoing basis. This will be accomplished by

1. Encouraging development of new businesses while retaining and revitalizing existing businesses,
2. Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and Downtown events, and
3. Serving as an advocate for Downtown businesses in dealing with local government, maintenance projects, the media, and the general public.

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95%

How...

- **By promoting to our local customers.**

Through the use of local newspaper, billboards, flyers, and brochures.

- **By promoting Downtown Lodi outside the City to other communities.**

By using outlying newspapers, radio, and partnering with other groups.

- **By providing events that give customers a reason to visit the Downtown.**

Kiddie Parade, Parade of Lights, Farmers Market, Beerfest, and Sales Events centered around major shopping times

- **By providing an attractive, safe and clean environment for people to shop and dine.**

By using Banners and Tree Lights to enhance the Downtown area.

Downtown Enhancement

► Banners

Banners have been recently installed in the core and outlying areas. Banners are two sizes. Small banners are in the core area and the larger banners on the outside boundary of the DLBP.

► Christmas Lighting

2000 was the first year for tree lighting in Downtown. The DLBP paid approximately \$1,500 last year. This year may be higher.

► Kiosks

Very popular for groups that are promoting Lodi area events.

Upcoming DLBP Events/Projects

- **Farmer's
Market**
- **A&W
Collectibles
Fair**
- **Beerfest**
- **Mainstreet
Program**
- **Parking
Brochure**
- **Events
Brochure**
- **Improved Web-
Site**

Promotion/Advertising

The first two years the DLBP was focusing on the customers here in Lodi. During that time we used...

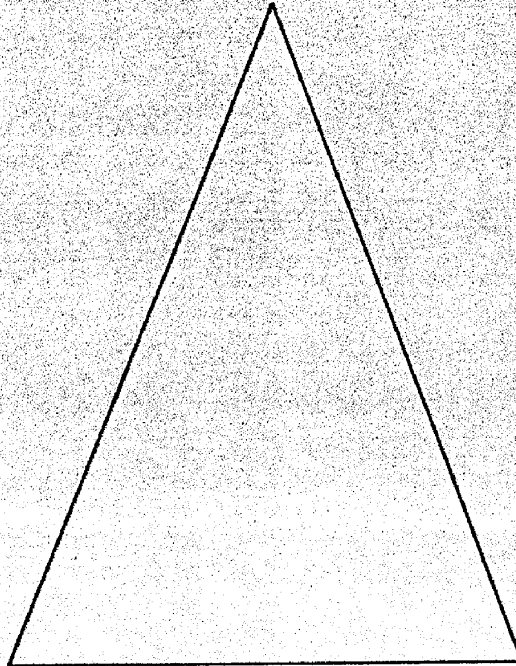
- **Lodi News-Sentinel**
- **The Record**
- **Galt Herald, Elk Grove Citizen,
Laguna Times**
- **Cable TV**
- **Radio**
- **Flyers and Posters**

Collaborative Efforts

- **Arch Bear Project**
- **Veterans Day Parade**
- **United Way Community Day of Caring**
- **Street Faire**

The Big Picture

Cultural, Leisure



Downtown Lodi

Tourism

Downtown Lodi is an important part of a triangle that helps support tourism, cultural, and leisure activities.

Downtown Parking

Parking has been and continues to be an ongoing challenge to business and property owners and to the community at large. The DLBP has taken a pro-active approach to addressing the problem by...

- ▶ Establishing a parking committee consisting of approximately 12 people**
- ▶ Meeting on an as needed basis**
- ▶ Create a new parking map/brochure at a cost of \$8,500. This includes printing and distribution**
- ▶ Educating the business and property owners, and employees**
- ▶ The DLBP Executive Director administers the program in conjunction with the City.**

Dues Collection

The Executive Director bills and collects...

- **Very time consuming during the first quarter.**
- **Forces Executive Director to become a bill collector, sometimes damaging the relationship.**
- **Out of 8 BIA's of our size surveyed: the city provides billing and collects assessment fees in 6.**

DLBP Committees

The DLBP relies heavily on volunteer committees to help with advertising, promotion, events, and more.

- **Block Captains**
Responsible for disseminating information quickly to members.
- **Marketing Committee**
Responsible for the overall marketing, promotion, and advertising of DLBP events.
- **Retail Merchants Committee**
Responsible for developing retail events for the retail merchants. This year they developed an 18 month calendar.
- **Christmas Event Committee**
Responsible for developing and carrying out a theme for the 2001 Holiday Season.
- **Parking Committee**
Responsible for the overall parking distribution the the Downtown. Has worked hard over the last year to develop alternate parking options given the construction Downtown.
- **Economic Development Committee**
Responsible for developing a proper mix of businesses in the Downtown area. Works closely with City Staff.
- **Beerfest Committee**
Responsible for planning and coordinated the annual Beerfest. This event draws nearly 2,500 - 3,500 people to the Downtown area.
- **Parade of Lights Committee**
Responsible for one of the most popular events in Lodi. Draws over 30,000 people to Lodi and the Downtown area. Has regional appeal.
- **Assessment Classification & Review Committee**
Responsible for the proper classification of all businesses. Reviews yearly to ensure accurate classification and dues owed.
- **Farmers Market Committee**
Responsible for the planning and weekly operation of the popular Farmers Market. This event draws approximately 2,000 - 3,000 people weekly to the Downtown area.

DLBP Office Staff

Office is located at 4 West Pine Street. Our office is an indication that we are being fiscally conservative with your budget.

- **Executive Director**
- **Part-time help - 20 hours per week**
- **Office Hours: Monday through Friday, 8am to 5pm**
- **Executive Director is the Downtown point person for all media requests**
- **The DLBP office handles...billing and collection of DLBP dues, parking administration, member concerns, monthly newsletter, correspondence, new member packet, quarterly meetings, and much, much more.**

DLBP Executive Board

The Executive Board consists of 12 members

thru

- **Meet monthly - second Tuesday of the month**
- **During the month on an as needed basis**
- **Each board member spends approximately 6-10 hours per month on DLBP business**
- **We are currently looking for two new board members due to work related resignations.**
- **Board Members are...**
- **Chuck Higgs - President - Lodi News-Sentinel**
- **Phil Biddle - Treasurer - Vine & Branches Christian Bookstore**
- **Tillie Easterling - Secretary - Tillie's Coffee, Tea, Etc.**
- **Shawn Mazzanti - Past President - Bank of the West**
- **Al Nunes - Thornton House Furniture**
- **John Borelli - John Borelli Jewelers**
- **Greg Soligan - Valley Paints**
- **Mike LaPenta - Tuxedos of Lodi**
- **Dev Thornton - Nana's Attic**
- **Alan Goldberg - Farmers & Merchants Bank**

DLBP Promotional Calendar 2001

[illegible]

Downtown Lodi

it's the place to be

Farmers' Market Festival



Experience



shopping and

dining in a quaint



and unique

atmosphere.



right here in your

own backyard...



downtown Lodi...

It's the place to be!



Sponsored by the
Downtown Lodi Business Partnership

Ad design done by Michelle Perry Creative Service

Opening Thursday Night

June 14th, 5:00-Dusk, School St.
held in conjunction with

"The Bear Comes Home"
Ceremonies begin at 8pm at the Arch

Bring your family and friends and
c'mon down in your favorite
shorts and sneakers

Wine tasting with the local wineries.
Enjoy entertainment, food, fruit, and fun!

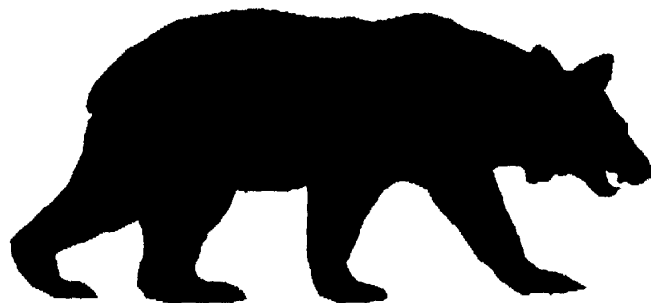
Beer Reception Sponsored by
Bank of the West
City of Lodi
DLBP

If you're interested in
participating as a Farmers Market
Vendor please contact:
Low Van Buskirk (209) 369-8052

Farmers' Market Opening Thursday Night

June 14th, 5:00-Dusk, School St.

Held in conjunction with the
ceremonies celebrating the return
of the Arch Bear!



"The Bear Comes Home"

Ceremonies begin at 8pm at the Arch

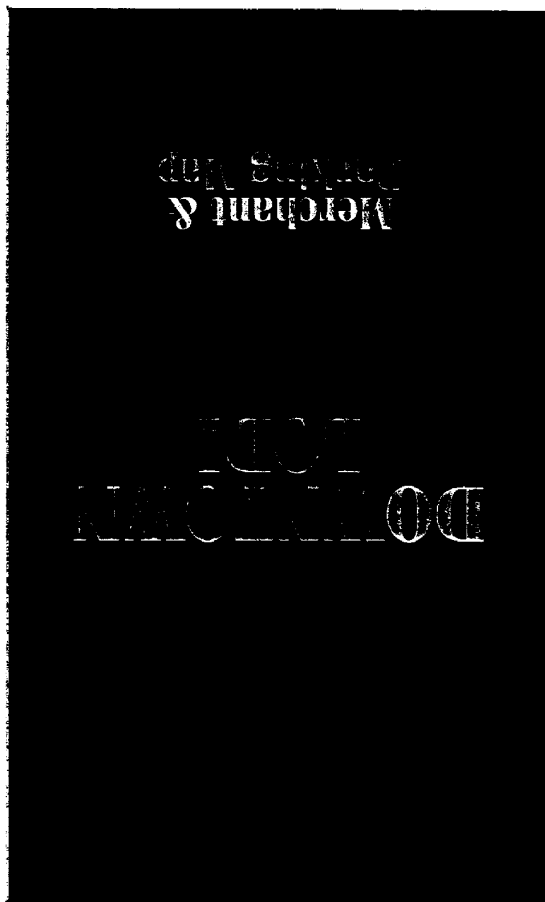
C'mon down in your favorite
shorts and sneakers and enjoy food,
fun, friends, and family!

Bear Restoration Sponsored by:

Bank of the West

City of Lodi

DLBP



Calendar of Events



Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Obitulum dicere sed emendata valeri pulchraque et exas minimum distantia.	Si meliora dies ut vina, poemata reddit scire velim. Chartis pretium quotus arroget annus.	Quid qui deperit minor uno mense, vel anno inter quos referendus erit. Veteres poetas, an quos et praesens et postera respuat aetas?	Veteresque referri debet an inter vilis atque novos. Excludat iurgia finis.	Non equidem insector defendere carmina licet esse non memini quae.	Interdum volgas rectum videt, est ubi peccat. Si veteres ita miratur laudatque. Obitulum dicere sed emendata valeri pulchraque et exas minimum distantia minor.	Pacuvius docti. Famam senis accius alii dicunt Afrani. Toga convenisse metandri. Properare epicharmi vincere caecilius.

Dial-A-



Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Interdum volgas rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. (209) 000-0000

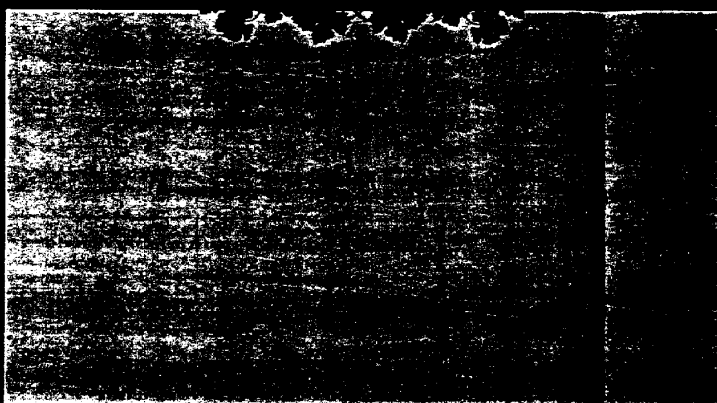
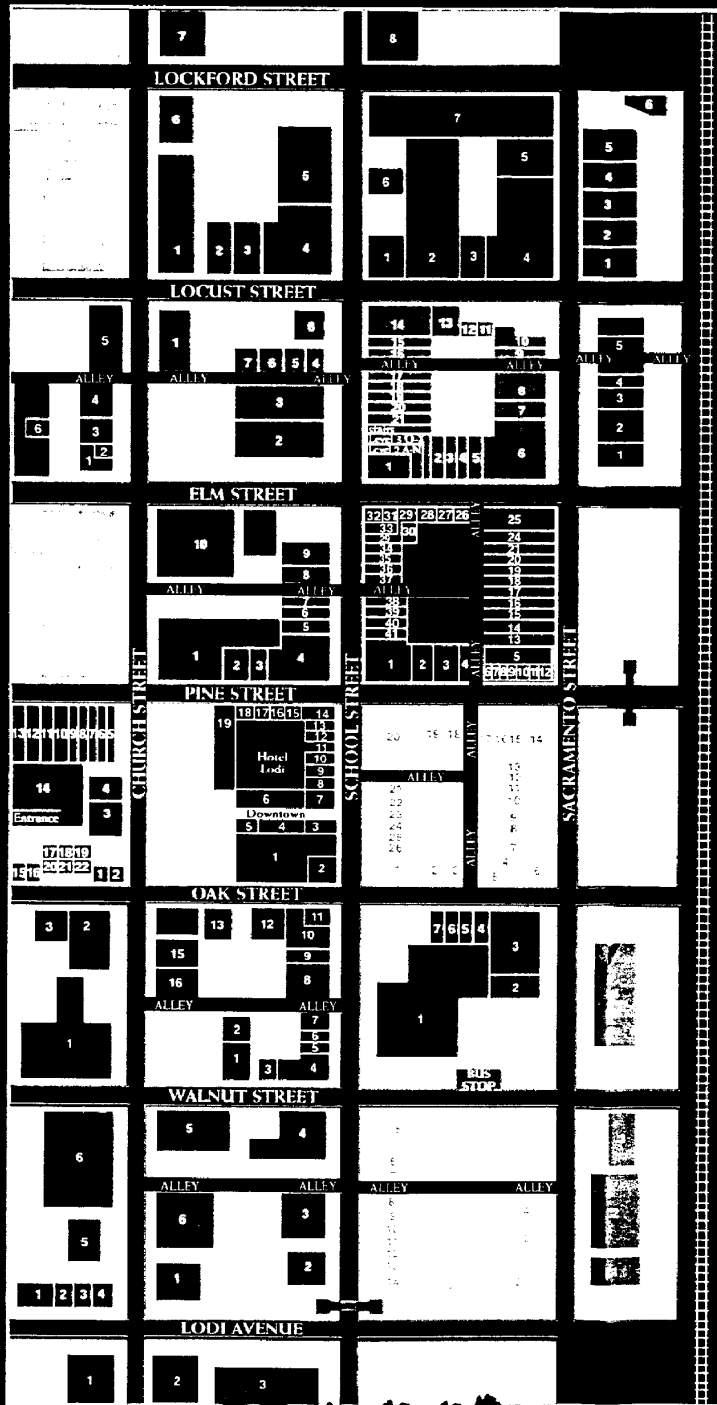
Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi. (209) 000-0000

Trolley



Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

0:00 a.m.	Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno.
0:00 a.m.	Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi.
0:00 a.m.	Qui redit in fastos et virtutem aestimat annis miraturque.
0:00 a.m.	Nihil nisi quod Libitina sacravit.
0:00 p.m.	Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somni.
0:00 p.m.	Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema.
0:00 p.m.	Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro. Plautus ad exemplar Siculi properare Epicharmi.
0:00 p.m.	Hos ediscit et hos arto stipata theatro spectat Roma potens.



- ADVERTISING • PRINTING • PUBLISHING**
- 1 Long's Drugs
6 Pak India
6 Payless Market & Liquors
6 Tokay Liquors
4 Quick Stop
- ARTS & CRAFTS**
- 8 Cerber, Webb & Donohue Funeral Home, Inc.
3 Rocha's Mortuary
- BEAUTY • HAIR • NAILS**
- 10 AA Grupo
3 E. Dellamonica, Snyder & Dasko Architects
3 Ehlers Party Supply
2 Cerack's Storage
14 Craftignat Fruit Company
L2F Kathy Bender, Counselor
31 Lodi Lite
7 Moores Karate
L2 Mountain Valley Counsel
L3 Neptune Productions
2 Pauli Safe, Lock & Key
3 Quick Stop
9 Security Lock & Key
21 US Safety Products
- BOOKS**
- 15 Baker-Pearson Real Estate
7 Gerard & Gerard Realtors
5 Hesseltime Realty
1 Schaffer, Sues, & Boyd
7 Tokay Realty
- CHILDREN'S SERVICES**
- 17 Archway Shelter Salvation Army
1 St. Anne Church
6 St. Anne School
3 Trinity Christian Fellowship
2 United Methodist Church
3 United Methodist Preschool
- COMPUTERS**
- 2 Lodi Eagles Lodge
14 Independent Order of Odd Fellows
3 Senior Citizen Center
2 Veterans of Foreign Wars
- CONCRETE • PAINTS • SERVICE**
- 5 Alamo Radiator
4 Central Automotive Tech, Inc.
1 Courtney Motors of Lodi
3 Ehlers Auto Service
14 FYFF's Auto Services
4 Giant Discount Tires
2 Griffig's Bros. Napa Auto Supply
7 JDW Designs, Inc.
3 Jim's Custom Machine
5 Lodi Dodge/Chrysler/Plymouth
3 Morris Auto Supply
2 Perales Automotive
2 Pine Auto Supply
1 The Tune-Up Shop
3 Wright Motors Warehouse
- CONCRETE • PAINTS • SERVICE**
- 4 Abrahamson Print
7 Beckrest Advertising
17 Certified Loss Control Publications
4 Duncan Press
22 Helmsman Printing & Graphics
22 Lodi Bus
3 Lodi News Sentinel
1 Michelle Perry Creative Services
9 Photo Instant Press
5 Tokay Quick Printing
4 The Record
- COYING • SHOES**
- 6 11 North Apparel
13 Burtons Shoes
6 Cheleys
4 Christensen's Fashions
37 The Clothes Closet
10 The Daisy Shop
24 Elizabeth of California
3 Guild Cleaners
1 Joe Hassan Western Clothing
10 Kidco Consignment Shoppe
7 Lincoln Shoe Repair
5 Lodi Taylor Shop
14 Miz Ms
3 Piet
14 Squire's Clothier
- FINANCIAL SERVICES • INSURANCE**
- 2 Advantage
L2A Anita's Tax Service
11 Capital Thrift
18 Central Pacific Mortgage
3 Check-N-Go
22 Cindis Bookkeeping
9 Teresa Culbertson, CPA
1 Ed Dejong & Sons Insurance
1 Diversified Recordkeeping Services
20 Empresa Bailon
8 Fireside Thrift Co.
16 H & R Block
15 Lodi Financial Planning/Wealth Management
19 Kevin McDonald Farmers Insurance
20 Met Insurance Agency
21 George W. Mullen Business Consultant
6 Pacific Field Services
L2B Tucker Financial Management
6 Kim Veerkamp, CPA
5 White State Farm Insurance
- FOODS**
- 36 Mickleys Antiques & Collectables
6 Old Towne Antiques
6 Victoria's Rose
- FURNITURE**
- 5 Daniger Furniture
6 Heilig-Meyers Furniture
18 Scott's Bare Furniture
20 Thornton House Furniture
- GENERAL MERCHANDISE**
- 4 Kundert & Bauer Appliance
6 Poser's TV
5 Reo's Appliance
1 Rydel Vacuum Inc.
1 Sak's Sales & Services
- HAIR • NAILS**
- 1 Beneficial Massage
L2K Health Touch Acupuncture & Massage
1 Sherri Sandrine Nutrition Center
L2J Therapeutic Sports Massage
7 Wolf Chiropractic
- JEWELRY**
- 40 Bitterman's Jewelry
5 John Borelli Jewelers
11 Danz Jewelers
4 Synowick's Jewel Box
- LAUNDRY**
- 28 The Gutter Works
15 Singledy Music
L2E Turbetti's Music Studio
L3V Vinyl Junkies/DJ Henry
- RESTAURANTS • BARS**
- 32 Angel's
18 Capris Pizza
4 Cottage Bakery
7 Delicias Restaurant
8 El Pajaro
1 Hazels
5 King Tim Restaurant
2 Lyons
5 Taqueria Jalisco
3 Biewert Ice Cream Shoppe
2 Cabaret Cafe
4 Honey Treat Yogurt Shop
15 Lavern's Coffee Shop
4 Long John Silvers
1 McDonalds
28 Mocha My Day
1 Pizza Hut
24 Sinolca Cafe
19 Social Lounges
19 Card Room
4 El Tropical Club
8 Garry's Lounge
1 Legends
3 Lodi Sports Club
34 Ollies Tavern
2 Pine St. Pub
12 Playboy Club
15 The Rex
20 Roy's Club
18 Stogies
- REPAIRS**
- 1 Bank of America
5 Bank of Stockton
5 Bank of the West
1 Farmers & Merchants
1 Stockton Savings
2 Wells Fargo Bank
- REPAIRS**
- 6 Christy's Total Image
12 Cutting Edge
4 Dermal Clinic
3 Fashion Beauty Salon
23 Image Hair Studio
16 Lodi Beauty Shoppe
4 Renaissance Hair
1 Skin Sense
2 Russell's Hair & Nail Salon
21 Uneka Hair/Facials
4 Visible Changes
23 Jake & Cays Barbershop
12 Lodi Barbershop
- REPAIRS**
- 16 Cyber Tec
3 Frank's Business Machines
8 Lodi Office Products
17 The Personal Touch Computers
29 Shared Network Services
- REPAIRS**
- 11 Adult Pleasure World & Bookstore
26 Bullfrogs Bail Bonds
3 Comic Grapevine
5 The Family Gallery
21 Flop Shop
19 Frames & Fine Things
3 Genger's Floors
7 H & R Investigations
4 Hidden Treasures
15 House of Clocks
10 Ken Sato Studio
9 L & L Travel
2 Len-El Enterprises
3 Lodi Coin & Precious Metals
3 Lodi Video
21 Music Games Outlet
3 Pantel House of Lighting
12 Puff-N-Stuff
7 Rogers Railroad Junction/Toto Factory
33 Shades of the Past
21 Stan Van Games
22 Tallercos Bike Shop
35 Tealbrook Gallery
19 Tom's Used Books
12 Vine & Branches Christian Bookstore
8 Wrap-N-Post Lodi Office Products
- TELEPHONE • ELECTRIC • HARDWARE**
- 6 Cain Electric
6 Gundershaug Electric
9 Henderson Bros. Hardware
10 Pacific Bell
17 Pacific Gas & Electric
13 Valley Paints
- REAL ESTATE**
- 9 Adams, Horstmann, & Edwards
L2D Ann Cerney, Attorney
L2M Basil Travis Patent Attorney
L2C John Pyle Attorney at Law
4 Kurt H. Seibert Office
5 Rinn & Elhot Law Offices
13 Rosta Law Offices
L2C Law Offices of James Graue
16 Law Offices of Linda I. Lothius
3 Law Offices of R. Beckman
9 Law Offices of Robert J. Metz

Downtown Lodi Update

The Newsletter of the
Downtown Lodi Business
Partnership (DLBP)



P.O. Box 1565, Lodi, CA 95241

www.downtownlodi.com

March 2001

Volume 4, Number 2

Parking Issues - On Going Solutions

○
ALERT!!
ALERT!!
ALERT!!

Please park
off the street!

○

If you are one of the Downtown Business owners or employees who regularly use on-street parking that is intended for customers and visitors, we are taking action in response to your habit.

First of all, just as a courtesy, the right thing to do, and to just be a good

neighbor, **PLEASE PARK OFF THE STREET.** There is plenty of space in the permit areas which have been created for you at very affordable rates. It will improve your health, a short walk is good for everyone.

The **Parking Committee** is also in the process of recommending to the city an ordinance that will further restrict your parking. The basic idea of the ordinance is once you have used up the time limit of 30 minutes to 2 hours, you must move your car at least 300 feet, about the length of one of our city blocks. This is what several other Downtown areas have done to get the cooperation of the minority of people who fail to do what is right. Sad, but true.

Also, are we considering, among other things, a 90 minute time limit in the core area around the theater. This will encourage theater matinee goers to use the parking lots and on-street parking spaces that are, at most two to three blocks away. Your parking committee has met twice and is coming up with some very good ideas. We work very close with city staff, they are great to work with.

The Banners Are Coming!!

Yes they are! The **Marketing Committee** will review the bids and design, and we should have them up sometime in April. The banners will mark the perimeter of our Downtown as well as the interior. We will ultimately add seasonal banners such as "Farmers Market", "Holiday Greetings", "Kiddie Parade" and others.

The Bear Is Down (But Not For Long!)

Yes, the Bear is down and undergoing restoration. The Bear Committee has helped raise over \$3,500 of \$6,000 needed for the project.



Another fun event is being planned for Tuesday, March 20 at Hazel's Restaurant. A special invitation will be sent out. This event is sponsored by your **DLBP** and the **Lodi Chamber of Commerce**, along with the **Bank of the West** and the **City of Lodi**.

This is a very fun and worthwhile project. Co-chairs, **Shawn Mazzanti, Bank of the West** and **Cynthia Haynes, City of Lodi**, are doing great things for the Bear Project. If you have any questions or better yet, a contribution for this this great Lodi landmark, give them a call at 369-0283 (Shawn) or Cynthia (333-6700).

Promotional Calendar Enclosed!

Something new is enclosed in your **DLBP** newsletter this month. A **Promotional Calendar** for the months of March, April, May, and June. This calendar is the result of **Mike LaPenta, Tuxedos of Lodi**, and his **Retail Committee**. They met on several different occasions to hammer out the events for this year. A calendar listing all of the events by month is in the works now.

Mike and his committee are working on the first three months of 2002 to give the incoming board an opportunity to get settled without having to worry about developing promotions.

Thanks to **Mike** and all of his committee members for a great job!

Board Meeting
Tuesday, March 13,
6:15pm

Notes and News

See's Candy continues to be more and more of an attraction for customers to visit your Downtown. The Valentine's promotion doubled everything previously done, selling more than \$3,000 worth of goodies. While our inventory requirements will not allow us to have as many locations, it is still a great benefit to the entire Downtown community shopping area. We are continuing to promote new and different things to bring customers to the Downtown.

A&W Root Beer and Collectibles coming Saturday, July 14. **Dev Thornton, Nana's Attic,** and her committee are in the planning phase for this event. In addition to selling booth space for collectible dealers, the event will feature non-profit food vendors, kids games and events, and a dedication of the original **A&W** location on Pine Street. If you are interested in participating or helping with this event, call Dev at 367-9766 or your DLBP office.

Board Approves New Kiosk Policy. The only change from current policy was to **add a member benefit.** You can now promote a special event of your business. Events such as anniversaries, open houses, special showings by manufacturing representatives, or newspaper articles about you, your business, or one of your employees. The Kiosks are mainly used for the displaying of posters promoting various community events. This addition to the policy is an exclusive benefit for DLBP members only. Call Lew at the DLBP office if you have any additional questions.

Web Site is Up and Running, Visit downtownlodi.com. Yes, we are up and running with a listing of activities and we are about to list all of the businesses in the various categories for shoppers convenience. More work will be done on this project in the coming months. Time commitments have not allowed us to proceed as rapidly on this as we would have liked to, but we are taking one step at a time. If you are interested in having your own business web page, contact Lew at the DLBP office. Our thanks again to **Peter Westbrook** and the staff of **1st Page.Com** (a very successful downtown business) for donating this service for the benefit of the entire Downtown community.

General Membership Meeting Food Fun, and Ideas

Hey, if you missed last week's meeting at **King Tsin Chinese Restaurant**, you missed a great meal. They had some spicy dishes that were so good but I had to head for the Tums afterward. Over 50 members of your DLBP attended the meeting.

We passed out the two marketing schedules and a new member packet for those who needed them, all available at your DLBP office, and **Mike LaPenta** gave a great presentation of the marketing calendar. If you want to pick out one certain message that Mike was sending...you need to stay open more nights, Sundays, holidays, and special events that are put on Downtown.

Other program happenings...**Alan Goldberg**, Past President, **Farmers & Merchants Bank**, presented immediate Past President **Shawn Mazzanti**, **Bank of the West**, her Past President's Plaque. **Chuck Higgs**, President, **Lodi News-**

Sentinel, welcomed everyone and gave a report on the Marketing Plan. Your Executive Director moderated discussions and answered questions on parking.

Skateboards - It was the consensus of most present that something in the way of posting the Downtown to ban skateboarding has to be started. Kids on skateboards are becoming a safety problem and even more so since the **Complete Skateboard Shop** has opened up on Sacramento Street. Lew indicated that he had met with the **Gretsinger's**, owners of the shop, and that they were very receptive to working with kids and the situation. However, the majority wanted to pursue the issue of posting with the city. This will be done. The Board has already passed a resolution authorizing the Executive Director to contact the appropriate city officials to get the ball rolling, so to speak.

As we go to press with this newsletter, a meeting with the **Gretsinger's**, a long with couple of youth representatives, is scheduled for the March DLBP board meeting.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March 2001						
1	2	Board Meeting DLBP Office 6:15pm	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Downtown Lodi Business Partnership Promotional Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 2001						
		Board Meeting DLBP Office 6:15pm			Easter Co-op Ad in Lodi News-Sentinel	
8	9	10	11	12	13	14
Easter	16	17	18	19	20	Membership Ad in Lodi News-Sentinel
21	22	23	24	25	26	27
28	29	30	31			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 2001						
Street Faire 10am to 4pm		Board Meeting DLBP Office 6:15pm		Mother's Day Co-op Ad in Lodi News-Sentinel		
Mother's Day*	General Meeting Location TBA					
				Memorial Day Co-op Ad in Lodi News-Sentinel		
					Memorial Day Sales	
	Memorial Day				• Mother's Day Carnation Give-Away to all Mom's.	

Downtown Lodi Business Partnership Promotional Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June 2001						
Theater Opening This Month!					1	2
3	4	5	6	7	8	9
10	11	Board Meeting DLBP Office 6:15pm	13	Farmers Market	15	16
17	18	19	20	Farmers Market	22	23
24	25	Air Force Band	27	Farmers Market	29	30

Business Survey Results Tallied

We have the results for the business Survey that the DLBP recently sent out. Surveys were sent to around 200 downtown Businesses; 16 responded to the survey.

Do you own or rent the building
In which your business is located

70% rent 30% own

How long have you been in business at
This location

Less than 1 yr 0% 1-4 yrs 20%
5-9 years 13% 10-15 yrs 27%
Over 15 years 40%

Over the last two years have your sales

50% Improved Greatly
19% Improved somewhat
13% Declined somewhat
4% Declined greatly
14% Stayed the same

What age category are the majority of your customers

1% under 18 years
14% 18-24 years
24% 25-34 years
39% 35-49 years
16% 50-65 years
6% older than 65 years

Are the majority of your customers male or
female?

69% equal gender
25% female
6% male

What percentage of your advertising budget
do you invest in the following media

The percentage breakdown in this
Category reflects trends only, 1%
Does not advertise, 50% use either
The Lodi News Sentinel and some use
The Record or other small area newspapers
16% use Radio and 33% direct mail.

Do you require employees to park away
From your business?

69% said yes 31% said no

How would you rate your downtown?

	GOOD	FAIR	POOR
Cleanliness	63%	31%	6%
Parking for self	50%	13%	37%
Parking for Customers	32%	13%	25%
Attractiveness	75%	19%	16%
Traffic Flow	36%	39%	25%
Shopping Hours	38%	31%	31%
Friendliness of Sales People	63%	25%	12%
Lighting	69%	25%	16%
Safety	56%	21%	13%
Variety of Goods	25%	44%	32%
Cost of Goods	39%	50%	11%
Quality-Farmers Mrkt	69%	25%	6%
Variety of Restaurants	38%	31%	31%
Quality of Restaurants	44%	44%	12%
Parade of Lights	88%	6%	6%
Beerfest	69%	25%	6%
Kiddie Parade	85%	9%	6%

Survey results reveal some interesting facts about your Downtown....but **first** lets consider why you **should take advantage by responding** to such a survey. **It is a law of success**—if you help someone else, you help yourself. The gleaning of information about any situation is always useful in developing business. **Also**, it gives those of us who are here to help you a more accurate picture of what is working, and some thing that may need to be improved or **changed**. **Finally**, it gives you a way to measure how you compare with other business in the area. So next time maybe we can match the downtown of Davis, who had a 24% response----ours was 8%.

On events---the vast majority rated them fair or good---this is the marketing effort that brings the most people to our Downtown area.

Shopping hours----responses indicate a need to do some changing. We are very weak on Sunday and evening openings.

Business is very good---50% showed great improvement in sales, while only 4% showed a great decline. The combined statistics show a very healthy Downtown---despite what some of the Lodi News Sentinel articles try to imply. We compare very favorably with another progressive Downtown Cities that are similar in size to our community.

Variety of goods---other merchandise---is a possible area that needs improvement. What can your business do to add new lines that are hard to find? How about up scale cook wear, linens, or gifts?

Gender and age distribution---these two areas seem to indicate that our merchants **are not doing as well as they should be**. We should have more female shoppers, and a larger percentage of 50 to 65 year olds---the group with the most money. Also females control over 50% of household spending.

Hope that some of this information can be of use to you in your business planning---**and for those of you who took the time to send in the survey---A GREAT BIG THANK YOU!!!!** You did good!

Miscellaneous comments from the survey---“whoever designed this survey needs some lessons in computer and logic!”---had nothing to do with computer skills---but you are right, we did not do a good job in proof reading the survey---“could use more police patrols, for enforcing traffic rules”---“parking sucks”---“Most merchants close to early, then wonder why they have no customers”---“most households bring in two incomes, and don’t get home until after 5”. Interesting-----

FLASH---as we go to press another new business is about to open---**BRODIE JAYNE’S PHOTOGRAPHY**---operated by Brodie & Tom Sisneros---“Hand Painted Black & White Portrait”---getting ready at 14 S. School Street, just vacated by International Yo-Yo Museum. **Welcome to Beautiful Downtown Lodi**. They are not new to Lodi---just to Downtown. Other businesses are on the way!!!!

Change, Change, CHANGE

One of the many rules of life is that change is inevitable and certain, and yet, it is the one thing we all fear the most, and fight. We tend to like things the way they are, new things have unknowns, and other things that we know are not going to like. However, once the changes occur, for the most part, they tend to be better, not always of course, but often.

Lots of changes going on in your Downtown community shopping center. Since our last newsletter, other businesses have left our Downtown. The saddest one, most will agree, was the departure of the new **Downtown Hardware/Henderson Bros.**

Hardware. We wish owner **Mike Fyffe**, who has been affiliated with the store in some way or another since he was seven years old, success in whatever he chooses as his new endeavor.

Mike sold his store to an out of town investor who has not made public his intentions for the location. But whatever they may be, they promise it to be new and exciting. Thanks to **Mike** for your many years Downtown and your positive comments about the Downtown quoted in **The Record** about your change.

Another change, the **International Yo-Yo Museum** owned by **Steve Speegle**, had been downtown for approximately two years on School Street, was vacated the first weekend of the month. We have it on good authority that another business in already planning to move in right away, some type of photography operation.

Also on the same weekend **Little Sisters** held their grand opening at 13 N. School Street (my lucky number). Had the delightful pleasure of meeting owners **Pennie Booth** and **Dianna Ortega**. The shop is beautifully done. The shop will cater to moms and children for all their hair

needs and featuring an upscale assortment of personal products. Also assisting in the business in Pennie's daughter, **Michelle Wimberly**. Welcome all. Stop in and say Hello!

And yet another positive change, **FashionableBaby.com** opened at 9 West Pine in February. They have regular business hours of 10am to 5pm Tuesday through Saturday. **Carl & Andrea Lehner** started their .com company some time ago and are tying it into the traditional "brick and mortar" storefront. Smart.

Thanks

We are now going into our third month of this year. Already, many people have volunteered their time and efforts to continue to build the DLBP into a forceful competitor in the area. This isn't done overnight. It's done with measured steps, some mistakes, the ability to learn from our mistakes, and the desire to look beyond "what has been done in the past". Easy to write or say...difficult to do.

I would like to thank all of the members who have expressed concerns and comments regarding the DLBP. Some of the concerns can be handled fairly quickly, some take time. I urge you to continue to express your concerns and praise for the efforts of your DLBP. The DLBP is not me, the board, or the executive director, it is all of us that share a common goal, to make Downtown Lodi one of the premier shopping and entertainment destinations in the area. As we have all said, communication is the key. I hope the Promotional Calendar enclosed will go a long way to improving our communication.

Thanks...Chuck Higgs

Board of Directors

Chuck Higgs, President
Lodi News-Sentinel
125 N. Church Street
369-2761

Al Nunes, Vice President
Thornton House Furniture
6 South School Street
369-0130

Phil Biddle, Treasurer
Vine & Branches
110 W. Oak St.
334-3111

Tillie Easterling, Secretary
Tillie's Coffee, Tea, Etc.
21 West Pine
365-6644

Lewis F. Van Buskirk
Executive Director DLBP
4 West Pine Street
P.O. Box 1565
369-8052

Shawn Mazzanti,
Past President
Bank of the West
229 South Church Street
369-0283

John Borelli
John Borelli Jewelers
9 N. School Street
368-5757

Michelle Perry
Creative Services
115 W. Walnut Street
368-8556

Greg Soligan
Valley Paints
The Merlot
130 N. School St.
334-3907

Ken Cantrell
Longs Drug
100 W. Lodi Avenue
369-5853

Mike La Penta
Tuxedos of Lodi
12 N. School Street
339-8897

Dev Thornton
Nana's Attic
105 S. School St.
367-9766

Alan Goldberg
Farmers & Merchants Bank
121 W. Pine Street
334-1101

New Theater Scheduled To Open In June New Business Opportunities

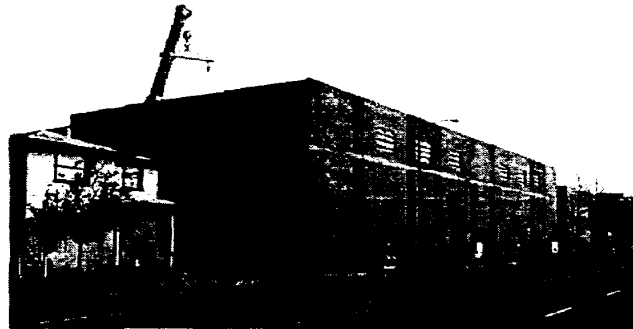
We are rocking & rolling in Downtown and with the opening of the new theater in June will come and **estimated 8,000 plus people per week**, most of them on Saturday and Sunday. Here are some suggested questions to ask yourself...

Do I need to change my store hours and consider staying open on Sundays? By the way, very successful Downtowns have many merchants that stay open on Sundays...Pleasanton, Modesto, Chico, and Davis to name a few.

Do I need to change my merchandise mix, in other words reinvent my business? Bring in more food if I am a restaurant for the weekend?

Is my store front clean and attractive? Do I need to change or upgrade?

What about my lighting? Is it suitable for my business? Contact Lodi City Utilities for ideas. Rob Lechner, Manager of Custom Programs (333-6800, ext. 583 or e-mail at riechner@lodielelectric.com. He might also have some ideas on how to save energy costs.



Use coupons to attract theater customers to your business. We will have more information for you next month on how to work with the theater operators to coordinate this effort.

Yes, theater will create some situations Downtown that many of us will not like such as congested parking, more traffic, more kids, etc. These are manageable situations and consider the alternatives such as no traffic and no parking problems means no customers and no kids mean no moms and dads. All the negatives can and will be turned into opportunities...**ARE YOU READY!**

Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241



Downtown Lodi...it's the place to be!

www.downtownlodi.com